Message Text

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PAGE 01 ROTTER 00592 170615Z ACTION EUR-12

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R 161300Z AUG 78 FM AMCONSUL ROTTERDAM TO USDOC WASHDC INFO SECSTATE WASHDC 2699 AMEMBASSY THE HAGUE

UNCLAS ROTTERDAM 592

AMCONSUL AMSTERDAM

E.O. 11652: N/A TAGS: BEXP, NL

SUBJ: ADS REQUEST FOR BRK ELECTRONICS, AURORA, ILL.

REF: ROTTERDAM 351

AS PER REFTEL, AMCONGEN ROTTERDAM MET WITH SAME RESISTANCE FROM TRADE FOR ADS OF MAY 19, 1978 FOR CALIFTRADE INT L INC. SINCE BRK SMOKE DETECTORS ARE ADVERTIZED AS OPERATED ON SAME BASIS OF IONIZATION PRINCIPLE, WHICH USE IS PREVENTED BY LAW IN THE NETHERLANDS. BRK IS ADVISED TO CONTACT TBBS (TECHNISCH BUREAU TER BEVORDERING VAN SCHADEPREVENTIE), P.O.B. 54, 3740 AB BAARN, NETHERLANDS FOR FURTHER ADVICE.

HOWEVER, SINCE MANUFACTURER STATES ON FORM OMB 41-R2710, SECTION B, PARA 3: PRODUCT/SERVICE TO BE EXPORTED QUOTE "" SMOKE DETECTORS FOR RESIDENTIAL USE, BATTERY OPERATED, IONIZATION OR PHOTOELECTRIC TYPES "" UNQUOTE, POST WAS ABLE TO INTEREST THE FOLLOWING FIRMS IN REPRESENTING BRK:

1. DE BOER B.V./AJAX BRANDBEVEILIGING
P.O. BOX 4105
1009 AC AMSTERDAM, THE NETHERLANDS
CONTACT: MR. W. DE BOER, MANAGER SALES DIVISION
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PHONE: AREA 020 LOCAL 35.40.01

TELEX: 14311

COMMENT: LARGE FIRM, ESTABLISHED IN 1910, STAFF 300. BANK REFERENCE FROM ALGEMENE BANK NEDERLAND N.V. AND AMSTERDAM-ROTTERDAM BANK N.V. DE BOER SPECIALIZES IN FIRE ALARM AND FIRE FIGHTING EQUIPMENT, INSULATION AND INDUSTRY TECHNIQUES.

2. VERHOOG S HANDELSONDERNEMING B.V.

AMERBOS 403

1025 ZH AMSTERDAM, THE NETHERLANDS

CONTACT: MR. C. VERHOOG JR., DIRECTOR

PHONE: AREA 020 LOCAL 27.00.61

 ${\bf COMMENT:}\ LARGER\ DUTCH\ IMPORTER/AGENT/EXPORTER\ FIRM\ SPECIALIZING$

IN FIRE-PREVENTION EQUIPMENT AND SYSTEMS. MR. DE BOER SPECIFICALLY INTERESTED IN THE PHOTOELECTRIC VERSION OF THE BRK SMOKE

DETECTORS. BANK REFERENCE FROM AMSTERDAM-ROTTERDAM BANK N.V.

3. A.B.E. CV

(ADVISING BUSINESS FOR ELECTRONICS)

P.O. BOX 8157

1005 AD AMSTERDAM, THE NETHERLANDS CONTACT: DRS. W.L.M. SPAAN, PRESIDENT

PHONE: AREA 020 LOCAL 84.65.33

TELEX: 15321

COMMENT: IMP/EXP/WHOLESALE/MANUFACTURER/AGENT FIRM SPECIALIZING

IN ELECTRONIC MARINE AND INDUSTRIAL EQUIPMENT. INCLUDING

FIRE

FIGHTING AND FIRE ALARM SYSTEMS. FIRM WAS ESTABLISHED IN 1963 AND EMPLOYS 25 PERSONNEL. AUTHORIZED CAPITAL FL 122,500.00. BANK REFERENCE FROM AMSTERDAM-ROTTERDAM BANK N.V. AND ALGEMENE BANK NEDERLAND N.V. MR. SPAAN IS PARTICULARLY INTERESTED IN BRK SMOKE ALARMS FOR USE ON BOARD SHIPS.

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PREPARED: H.L. VAN SUCHTELEN APPROVED: R.P. RYDLUN

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